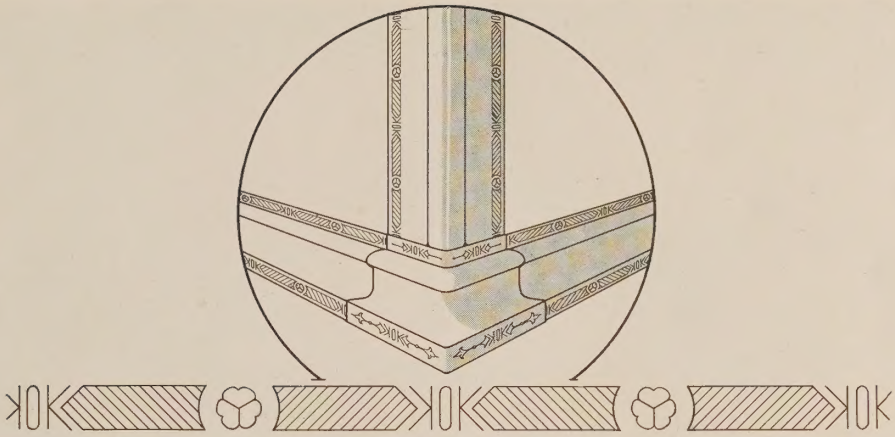
MODERN STORE FRONTS *for* BETTER DISPLAY

by

THE Kawneer COMPANY



This new ornamental design further enhances the architectural beauty of Kawneer high quality store front construction and identifies it for your protection.

IN these times of fast changing styles merchants everywhere are putting greater dependence on their display windows for sales.

For architects and merchants who want a high quality and improved store front that compares with those found in the elite shopping centers, Kawneer produces a type that excels—and at a reasonable cost.

Smart, bronze bulkheads, ornamental transom bars and pilasters and unique methods of embellishing metal make this possible.

On the following pages you will find—

—interesting reports from merchants who have tested the sales power of Kawneer Store Fronts—

—important facts and suggestions on *better window display* by eminent display men—

—over forty pages of photographs and plans of recent Kawneer Store Front installations.

Thoughtfully consider the *true worth* of modern show windows in contrast with the old, then deliberate on the merits of those shown herein.

The Kawneer Manufacturing Company

BERKELEY, CALIFORNIA

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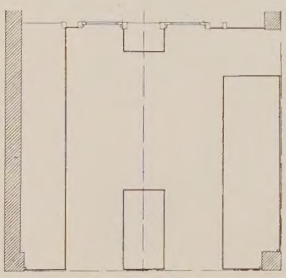
Printed in U. S. A.

Kawneer Store Fronts for Style Merchandising

DISPLAY windows such as these are silent salesmen but they speak louder and more convincingly than words.

Color and style, which are the dominant selling appeals today in so many lines of merchandise, demand as never before a new kind of stage setting for the most successful selling.

Kawneer, keenly alert to the new display requirements for style and color merchandising, is continually originating new and improved construction in keeping with the spirit of "these changing times."



The above reproduction is an indication of the extent to which Kawneer Store Front construction can be carried in giving character and individuality to a store.

The color scheme, which consists of polished bronze and mottled green, together with the beauty of the metal moulding, will serve as a lasting and profitable good-will builder for this store.

The New Improved Kawneer Store Front construction provides an artistic frame for artistic displays of colorful style merchandise.

Ober's *in a town of 12,000 stops flow of trade to near by metro-politan stores*

(Statement from MR. H. B. OBER, *Pres., Ober's, Lawrence, Kan., also Pres. National Association of Retail Clothiers and Furnishers.)*

SEVERAL years ago, in an effort to increase our business, we appropriated a much larger amount of money for advertising and used it as effectively as possible. At the end of the year we found that our sales not only showed no increase but they dropped below the totals of the previous year.

We then gave some serious thought to our windows. Some tests were made with certain displays on which records were kept. We were quickly convinced that the windows offered a splendid means of making direct sales when properly handled. Our records showed the best sort of returns from definite displays featuring good merchandise; results much greater than those obtained from newspaper and direct-by-mail advertising. The cost likewise was much less.

Acting on the results of these tests, we rented the windows of a small adjoining building, adding that much more display space. During that year, through extensive efforts applied to all of our windows, we were able to show an increase of $35,000.00 sales over those of the previous year.

We were so sold on the actual value of the windows, through this experience, that we took in the adjoining building and put in an entire new Kawneer front. Our store originally had a 35-foot frontage. The adjoining building had a 25-foot front. With this sixty feet of sidewalk frontage we planned an arcade type of Kawneer front which gave our store 157 lineal feet of display space, with approximately 50 feet of windows still on the sidewalk line, the arcade lobby and additional display windows being back of the front windows. We did not feel that the use of this extra space for display caused any sacrifice to the interior of the store. As display space, it proved to be much more valuable selling space than it could have been as used inside the store.

After the alterations were completed we set about studying the possibilities of our window displays for still greater efficiency. We tried all methods of display, including general trims, stocky trims, unit trims and ensemble trims.

In accordance with these tests we have settled down to the use of "unit" displays and "ensemble" displays. There are twenty-six unit spaces in our windows in which as many different types of displays can be made. This gives us an opportunity to represent every department in our store at one and the same time. It also allows us the chance for intensive merchandising of one department now and then by displaying different prices and styles of that department's particular goods. For instance, when the straw hat season opens we use the entire front for one unforgetable showing of straws. After two or three days we can gradually work in other lines. But the effect of the entire front of straws for two or three days not only sells many more straw hats during that time than would have been sold otherwise, but the effect of that trim sells hats for us during the balance of the season.

Of course we use advertising along with it—but we count on the displays built in our Kawneer front to do the actual selling. We could, if necessary, get along without the advertising, but we could not, would not, try to get along without the windows.

We use ensemble trims particularly for the display of clothing and have found it so satisfactory that we use it most of the time. Experience has shown us that people, even in our town of 12,000, respond to the correct appeal of style, color and value. While price is important, it is the last thing they think of in buying a suit, hat or shirt. If the color ensemble is attractive and the style clearly established in the window trim, they are brought into the store and we can either sell them at the price or find similar merchandise at a lesser price.

Experience has also shown us that when we leave shirts, neckwear, hats or any other particular item of merchandise out of the windows entirely, business immediately drops off in that department.

We watch our windows so closely that if a trim does not begin to pull within three hours after it has been installed, we know that something is either wrong with the trim or with the merchandise. If the trim is wrong we correct it; if the merchandise is at fault we change it. Our sales have steadily increased since we installed the new Kawneer front and began to use our windows intelligently and intensively.

Lawrence, Kansas, is a comparatively small town located between Kansas City and Topeka. There are fifty trains a day to Kansas City and busses that leave every half hour. Yet we not only hold the trade of our town at home but actually sell many out-of-town people most of their clothing and furnishings. With our Kawneer Store Front and up-to-the-minute displays we are able to compete successfully with metropolitan stores.

Make Use of Our Free Counsel in Solving Your Display Problems

If there are any problems confronting you in regard to the value of your window displays, explain them to us and let our specialists offer suggestions for a quick, practical solution.

We have a competent staff of thoroughly experienced store front and display men who are able to cope successfully with any of the ordinary and more intricate phases of store front display problems. Their expert advice is free to you for the asking.

11 Seconds to make a sale

YES, eleven seconds—that's the average length of time that passers-by spend in looking at a window display. The window display must get in its work of selling the average prospective customer in *eleven seconds or not at all.*

This scientific fact was established with a stop watch. Hundreds of window shoppers were timed as they stopped in front of the retail display windows of many different stores.

Enough data was compiled on this point to establish one important conclusion, namely, that the big aim in store front designing and display should be not only to stop more passers-by, but to do a quick job of selling.

This is an age of "speeding up." The automobile and aeroplane have speeded up travel. The radio has speeded up the dissemination of world news. Invention has speeded up production. We are hurrying faster than ever before. New, modern window display is speeding up selling. Kawneer Store Front designing is keeping in step with the speeding up process. Each year Kawneer engineers and designers find new ways to make the display window sell prospective customers quicker.

Just as great advances are being made in Kawneer Store Front designing and display methods as in any other field. The up-to-date show window ably trimmed is speeding up sales by shortening the time required to make an average sale through display.

We are becoming a nation of window shoppers. But window shopping is being done less and less leisurely. The very things that are lowering the efficiency of other forms of advertising, namely, the automobile—the radio—the movies, etc., are cutting down the time that the public has for window shopping. Merchants are selling to a public that is in a hurry.

The quicker a display man can get his message flashed to the minds of passers-by the more sales he will make.

Ability to make eleven-second sales through display is the highest form of salesmanship.

Eleven-second salesmanship starts with the store front itself.

The new improved Kawneer Store Fronts give the display man his best stage setting for making eleven-second sales.

What are your *Windows* worth?

COST per thousand passers-by is a fair yardstick by which to measure the value of display windows.

All advertising rates are based on circulation. Billboard advertising is sold at an average of 93c per thousand circulation, or per thousand passers-by.

Newspaper advertising rates are figured at an average of $3.83 per thousand circulation.

National magazine advertising averages over $4.50 per thousand circulation.

Direct mail advertising costs $10 per thousand circulation for postage alone.

Display window circulation is worth far more per thousand passers-by than any other kind of circulation because the window is nearest to the cash register, where merchandise and cash change hands.

To determine the circulation value of a display window it is necessary to count or clock the average number of passers per week.

Window circulation can be audited just like any other circulation.

Mr. A. T. Fisher, in his book, "Window and Store Display," gives the average results of clocked circulation past windows in various sized towns as follows:

> In small towns, 2,500 to 25,000 population, 372 passers-by per hour; 26,784 passers per week.
>
> In towns 50,000 to 250,000 population, 1791 passers-by per hour; 128,952 per week.
>
> In larger cities, 250,000 population and up, 556 passers-by per hour in uptown locations; or 40,032 passers per week—Downtown locations, 3505 passers-by per hour; or 250,360 passers-by per week.

The amount of sidewalk traffic varies according to location and size of town.

The International Association of Display men is now conducting a nation-wide survey to determine the circulation of display windows in towns and cities of all sizes in all kinds of locations.

The circulation of a certain window in a town of 35,000 population was clocked recently showing 93,390 passers-by in one week, as reported by the Window Display Advertising Association.

At billboard rates, for 24-sheet poster boards, 93c per thousand circulation, this window with 94,390 passers per week is worth $87.78 per week, or $4,464.56 per year.

Advertisers are paying $4,464.56 per year to flash a billboard advertising message before as many possible customers as this store reaches with its selling window.

Yet a window has far more selling value than a billboard.

Value of Window Circulation Compared to Newspaper, Magazine and Direct Mail Costs

If we allow four readers per copy for newspapers, magazines and direct mail we must divide the rates of these media by four to get a fair comparison with window circulation.

Window Circulation is Worth

at newspaper rates	$ .95 per 1000
at magazine rates	1.12 per 1000 in one color
at 1c postage rate for direct mail	2.50 per 1000
at billboard rates	.93 per 1000

These rates are based on a survey of advertising rates made by the Window Display Advertising Association.

The above window with 94,390 circulation per week at above rates is worth:

at newspaper rates	$88.72 per week
at magazine rates	104.59 per week
at direct mail rates for postage only	233.47 per week

To find the value of your display window compared with other forms of advertising—clock your sidewalk circulation and multiply it by the rate per thousand charged by the medium with which you want to compare your windows.

If we grant that a display window has no more selling value than a billboard a merchant could well afford to pay $1295.00 a year rental for his display window for its billboard value only in a store having but 26,784 passers per week.

The cost of a new improved Kawneer Store Front is insignificant compared with the circulation value of a display window.

Another way to determine the worth of display windows is on the basis of store rentals.

The amount of circulation past a retail window determines its value. Store rentals are also based on the circulation past the display windows. It is generally conceded that the front part of the store is the most valuable.

Window space ranks first and highest. It is said by store managers who have kept records that nearly 50% of the people who enter a store never go to the back of the store. Hence the importance of putting a large part of investment in store equipment into the store front.

In stores having more than one floor 35% to 65% of the store rental is charged to the first floor. And it is a fair distribution of rent cost to charge 50% of the main floor rental to the window. This fact also emphasizes the importance of giving the investment in a modern store front first consideration.

Average store rentals run from 2% to 3% of gross sales.

The following table shows the amount of rent allotted by merchants for their display windows based on an average store rental of 2½% of gross sales with one-half of the store rent charged to the windows:

Store with Annual Sales of	Store Rental First Floor	Amount of Rental Charged to Windows
$100,000	$2,500	$1,250
250,000	6,250	3,125
500,000	12,500	6,250
1,000,000	25,000	12,500

Since windows are charged with so large a part of a store's rental the store front must be modern and up-to-the-minute in every respect to carry the selling burden that is thrown upon it.

The people who constitute the endless throngs that pass by the stores in the shopping centers of our cities, towns, and villages are potential buyers. The value of your windows largely depends on whether your displays gain their attention and incite action to buy. Consider the wonderful sales possibilities the New Improved Kawneer Fronts offer.

Pull *the* Crowd

ON every business street, and sometimes even in a given block, there is what is referred to in the retailers' parlance as the "right" and "wrong" side of the street. The "right" side is the one that for some peculiar reason is most used by pedestrians the "wrong" side is the side which is least traveled.

Why this preference? It may be because of the distribution of population on either side of the business street, it may be that a certain large retail establishment, postoffice, railroad station or street car mounting point is so situated as to bring the people over to one side in preference to the other.

But what is the merchant on the wrong side of the street going to do to divert the traffic habits of his potential customers—pull them across to his side of the street? His only hope is to increase the pulling power of his window displays. And without a modern, attractive store front in which to build selling displays he is greatly hindered in an attempt to shift the crowd.

Here is a case which points out the value of the store front in getting the business. By actual count, in the retail district of Kingston, New York, only 35% of the people traveled the east side of the street after dark, and only 7.2% of these looked in the store windows. Merchants on that side of the street felt the situation keenly until specialists proved they could shift the crowds. They chose four windows for their test and here is what happened. During the following two weeks 60% of the people on the street used the east side and 62% of that number *stopped* to examine the goods on display!

But here is another instance which determines even more the power to pull people across the street by efficient display methods and modern store front construction.

The People's Store,* located at 112th and Michigan Ave., Chicago, Ill., were originally in the center of the shopping district, but on the "wrong" side of the street. This store had a reputation for "doing things" and had been able to build up a splendid business through extensive advertising and intensive use of their show windows, which were always kept up to a high standard, being both modern and attractive at all times.

"Our business was growing by leaps and bounds," said Mr. Gately, the manager. "Our men's business particularly showed evidence of good prospective development, so we considered the idea of obtaining adjoining space and opening a distinct men's shop with separate windows exclusively for that shop. Accordingly we bought the building next door.

"As soon as our plans became known, it was

*See page 42 for picture of store

to your side of the street with a Kawneer Front

freely predicted that we would never be able to pull enough men across the street to justify the expense involved. However," he continued, "we knew what had been done with the other store front and felt sure that we could do the same thing with an exclusive men's store, provided we had the right kind of a front.

"We took the matter of our new front up with The Kawneer Co., giving them what general ideas we had in mind. They submitted suggestions which met with our approval and fitted the conditions of our location. Accordingly Kawneer was told to go ahead and now we have one of the finest store fronts in the country. We have been able to pull men across the street. Our men's business is growing fast.

"We believe in our windows and give them every intelligent consideration. They are kept right up to the minute at all times. Our display manager is an important man in our organization. He receives splendid co-operation from every source in the store. We know that as long as our store front maintains the most inviting appearance, displaying interesting merchandise in an intelligent manner, our store will continue to be filled with shoppers who have been brought across the street from the other side."

This instance is conclusive proof of the ability of Kawneer Store Fronts and Kawneer experts to solve the wrong-side-of-the-street problem. Retailers everywhere who want more pulling power in their window displays are consulting with Kawneer representatives and installing the store fronts which can change "wrong" to "right."

People are like moths. They seek the light. Bright, well trimmed Kawneer Store Fronts draw the crowd.

Selling tests I have made

By Joseph H. Marshall

Mr. Joseph H. Marshall is one of the best known display men in America. He is a director of the International Association of Display Men—President of the Chicago Display Men's Club and winner of numerous prizes in national window display contests. In 1926 he won the International prize at the I. A. D. M. Convention for the best twelve windows.

IN more than twenty years of experience in trimming retail store windows, one thing stands out strongly in my mind —that it takes more than a good display of merchandise to pull buyers into a store.

A modern store front designed from the standpoint of correct display for a given line of merchandise is perhaps the first essential for successful display work and merchandising through the windows.

I have worked in stores where new fronts have been installed and with no better displays than were used in the old windows—yet the crowds began to increase because of the better appearance of the merchandise displayed in the new and better front. Needless to say, sales and profits likewise showed a material increase.

Again, I have seen practically the same kind of a display used in two different stores at the same time—one with a modern store front, the other with an old-fashioned window. The display in the better and newer front proved a splendid business-getter, while the other one showed only mediocre returns.

This of course is but the normal reaction of human beings to divert their interest to merchandise that represents the latest in style and looks the newest. To successfully bring out this freshness of merchandise and newness of style requires a setting that radiates the same atmosphere. An out-of-date store front promptly suggests to passers-by out-of-date merchandise.

I recall a particular instance of a glove display which I made not so long ago that proved a tremendous business-getter. It was a tie-up display shown in connection with local newspaper advertising featuring a nationally advertised brand of gloves. The arrangement of the trim was carefully planned beforehand. This particular display was in the window four days. A careful check was kept on all sales during that time. The display sold 438 pairs of gloves at regular prices which were $3.50 and $4.50 per pair. On account of the results obtained, this display won the silver cup offered by "The Display World" for the most powerful selling display of the year.

If your experience has ever led you into the retailing of dress gloves, you will readily realize that the sale in four days of 438 pairs of gloves is a tremendous volume of sales—practically a full season's business for the average size store.

Another instance of unusual results was that of a more recent display which I built for the same store. No advertising whatever was used in connection with this display as was the case with the glove trim. This was a display of nationally advertised shirts at $2.95.

A twelve-foot window was used and this was divided into three unit trims with space in between. Neckwear was carefully chosen to match and harmonize with the patterns of the shirts displayed. Comparatively little seasonal decorations were used, just a well-arranged display of merchandise, neither too crowded nor too thin. One window card only, with short snappy copy, was placed in the center of the window reading:

The entire stock on hand, consisting of more than 80 dozen shirts, was disposed of in one day. Six salesmen were kept busy all day selling these shirts and at times during the day additional salespeople were called in to help out.

Another interesting and powerful selling display was that of a stock of slip-overs and sweaters, carried over from the Spring lines that had ceased to move in the department. The time was July, a hard month to sell wool slip-overs. I planned special windows with the definite idea of moving this inactive stock of sweaters. Grass mats were used on the floor to give a cool effect. Golf sticks, bags and balls were used to supply the sports atmosphere. The sweaters were marked at $3.95. Special care was exercised in the preparation of each garment displayed on a form. Special attention was given to the selection of colors to be shown in each of the three units in the large window. Every effort was exerted toward making each sweater appear at its best. A small price ticket was used on each sweater and a larger poster in the background reading:

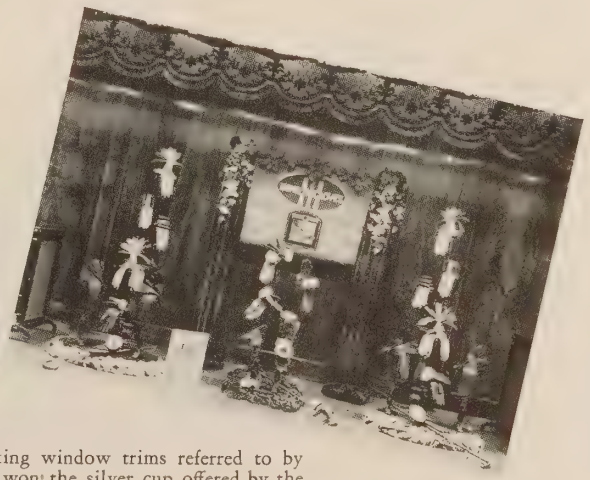
Another half-sheet window card was shown on the floor of the display with similar copy. There were 39 3/12 dozen of these sweaters in stock when the window display was put in. Just five days later the last one of them was sold from the window!

In each case the displays were built in modern types of store fronts, which unquestionably had a great deal to do with the selling value of the displays.

Such tests as these, in which great quantities of merchandise are moved in a short space of time and at a profit, are as convincing proof as any one could wish for as to the value of window display in securing quick, profitable turnover.

If you would make your windows produce results like these you must of course plan the display ahead of time and try to bring out the best there is in the merchandise itself. But don't overlook the fact that a modern store front, is one of the first essentials in getting the most out of merchandise displays.

(*Editor's note*) A New Improved type Kawneer Store Front will solve your display problem.



Above are two of the record-making window trims referred to by Mr. Marshall. The glove display won the silver cup offered by the Display World for the "window selling most merchandise" in a sweepstakes contest.

PRACTICAL SUGGESTIONS

Display Methods Used By Successful Stores

By J. DUNCAN WILLIAMS

Mr. J. Duncan Williams is Director of Display for the National Association of Retail Clothiers and Furnishers; Educational Director of the International Association of Display Men, and a display executive of more than twenty years of practical experience.

WINDOW displays usually reflect the character of the store, the quality of its merchandise and its general policy of business. This is but natural. However, there are times when a good store is badly misrepresented by a poor store front or a poorly conceived set of merchandise displays.

The STORE FRONT is highly important. The character of the displays is likewise most important. And the better the general appearance of the store front and the window trims, the better the impression received by passers-by. This is but simple logic based upon the reaction of the average person toward show window appeal of one kind and another.

There are different kinds of display methods, display policies and display technique in use in different types of stores. To understand these differences and to select that method or policy which will be best for a given store in a particular location, and appealing to certain types of trade, is as important in the final success of the business as having the right merchandise and a good location.

Having an *imposing store front* is half the battle—using it *intelligently* and *intensively* is the other half.

The windows of most stores are less than 50% efficient—a serious statement but a true one. This deficiency is sometimes due to:

(1) Improper front and wrong policy of display.
(2) Improper front with best possible display.
(3) Good front with wrong display policy.

The store front deserves the most thoughtful consideration of every retailer whose money is invested in his business. Therefore, the following analysis of "Display Methods" may be of vital concern:

General Displays

General, or "mixed" displays, which are followed by a large number of stores today, are gradually giving way to the more effective and much more attractive types of display technique known as "Ensemble" and "Unit" displays.

The mixed or general display is usually a "general mixture" of a little of everything in a department or in the store. There may be certain times and occasions when heavy trims of mixed merchandise are desirable, but this will be with the chronic "sale store" as a rule, where the effort is to stampede people into the store.

There are perfectly good stores, selling good lines of merchandise, whose window policy leads them to put in six or a dozen different lines of shirts in a special shirt window. It is seldom that any one line sells out from such a display. There are too many different ideas shown at once to get one over completely. While some shirts may be sold from all of the lines shown, the result is that there are several lines of shirts in stock, all of which have been displayed, and none of which have been completely disposed of.

Moreover, after two or three trims like that, practically every line of shirts in the store has been shown, and nothing new left for the balance of the season.

Again, displays of this character are so general in effect that there is nothing distinctive about them. Consequently each succeeding display looks like the last one and the windows never seem to show definite and specific returns.

Example of a Mixed Display

The Unit Display

The unit display made its first appearance in men's wear stores some years ago and its use proved so effective that it was quickly recognized as a merchandising principle in efficient selling from the window.

Briefly, the unit display may be described as a small compact unit group of merchandise, of the same kind, displayed by itself, in one pattern, one price or one color. For instance a unit display of shirts

in one pattern would comprise three colors in that pattern and all at the same price. Likewise all would be of the same material. By selecting a complimentary set of neckwear to go with the shirts, an attractive grouping could be arranged in one small trim. With material, pattern and price alike, a window card with specific selling copy could be made, applying directly to that particular set of shirts and neckwear. The effect of the display being held together by pattern and price with three colors for choice, would make it easy for the passer-by to be attracted, interested, informed and sold from the small display. With several different "unit trims" such as this, each featuring different items of merchandise, it is easy to see the effect of this *concentrated* method of window display.

A Unit Display

The unit trim shows one thing at a time and shows it well. Each unit display brings buyers to the department asking for that particular merchandise. Concentrated selling! Sales can be directed to a given stock, or a particular item of merchandise by making attractive unit displays of it in the window.

As the unit idea became the accepted type of display in the men's shops, its principle was adopted, in many cases, by displaymen in department stores, women's wear and most other types of stores.

The same idea was adopted by the drug stores when they began to use their windows for merchandising purposes instead of repositories for bottles of colored water and lithographs of patent nostrums.

The unit idea is a principle of successful display that is not likely to be discarded for a long time to come, if ever.

Ensemble Displays

The ensemble display is an individual grouping of related items, built around one major item, shown correctly in relation to usage, to style and to color.

This type of display is an evolution of the unit idea and has been practiced more or less by certain of the better stores for some years, but its practical value has not been generally understood. At present, however, it is being given quite a bit of favorable publicity, and is sweeping over the country, being adopted, practiced and found resultful by stores in large cities as well as in the small towns. It is being used in the shops for men and women as well as being applied in principle to other totally different lines.

A CLOTHING ENSEMBLE TRIM consists of a display of related articles of apparel, correct in style, color and suitable for a specific occasion—for instance, a Tuxedo display with suit, shirt, ties, collars, jewelry, shoes, hose, gloves and handkerchiefs,—all correct in style and colors for Tuxedo dress-wear. That would be a *dress ensemble* trim.

The same idea may be built around a sports suit, or a business suit, for different seasons of the year, with the seasonal emphasis brought out by the nature of the accessories selected to go in the group and also their color.

Ensemble displays are always built around a *color* harmony, or contrast. In fact, the attraction and appeal of a given unit must be based on color, with all merchandise selected to carry out the color idea.

A WOMENS' APPAREL ENSEMBLE likewise and always must depend upon a correct and attractive color combination. Women have always given more attention to the essential importance of color in their costumes than have men. Women are more color conscious than men. They realize the importance of the use of colors in an intelligent way to bring out certain advantageous qualities of complexion, physique and personality. Likewise, they use color and style combined to minimize the effect of certain physical imperfections.

In a general way, the mechanical points in a window display which appeal to men will also appeal to women, for, not considering the nature of the merchandise, the psychological problem of attraction is the same for both.

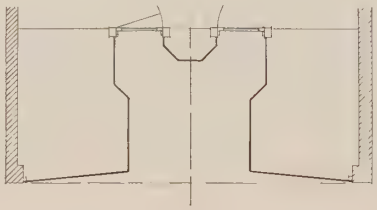
An Ensemble Trim

A Powerful Trade Magnet

THE "Power of Suggestion" is one of the most effective means of creating desire and inducing buying action. This modern sales medium is given its fullest opportunity to function in the New Improved Kawneer Store Fronts.

Merchandise properly displayed behind Kawneer show windows has that added touch of colorsome atmosphere that captures human interest.

Consider the front shown above. Here the "Power of Suggestion" is beautifully portrayed. Every line, every curve, a dash of color here and there combined with the splendid proportion of the whole, subtly magnifies the excellence of the merchandise display. Shoppers will stop at such windows.



Only the finest heavy-gauge bronze and copper is fabricated by our skilled workmen into those remarkable creations — "The New Improved Kawneer Store Fronts."

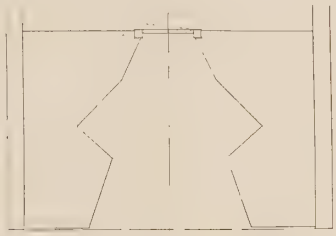
Kawneer Installations That May Suggest A New Front For Your Store

THE photographs shown on the following pages were selected with extreme care. They prove that there is practically no limit to the extent Kawneer Construction can be carried, to build real character and sales value in the store front.

The variety of design and layout is so extensive that readers will have no difficulty in finding some suggestions for their particular needs.

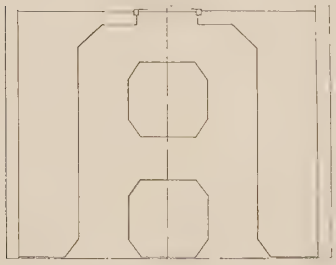
Refer to page 63, send us the information required, and we will give such assistance as can only be gained through many years of practical experience.

This type of Kawneer front is adapted to the most efficient window trimming. It allows ample room for unit displays—a maximum of actual display footage for a given frontage.

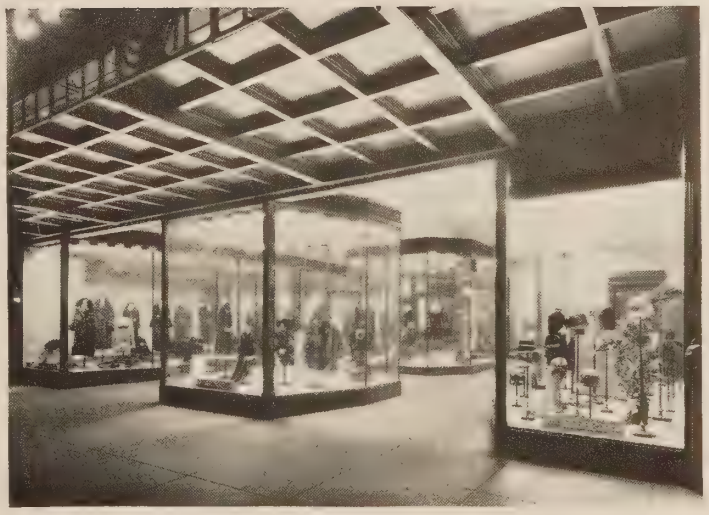


Plan of Store Front to the Left

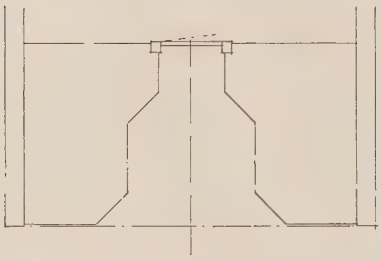
This is the Stearn Company's store in Cleveland. Large, spacious windows, two island cases, and an abundance of floor space in the lobby, make it an ideal front for a department store. The large marquise that overhangs the sidewalk serves as a shelter from the sun and rain.



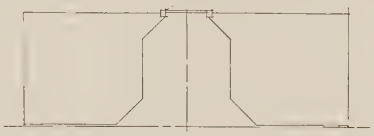
Plan of Store Front to the Right



This front was designed for the display of hardware. Large windows, though not exceedingly deep, easily accommodate the big articles that are handled by the hardware merchant. Note that the awning occurs at the lintel instead of the transom bar. This offers protection to both transom and plate glass.



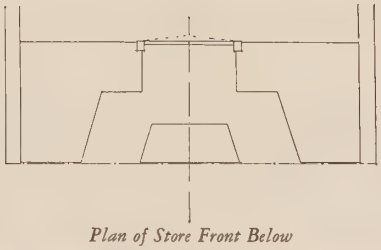
Plan of Store Front Below



Plan of Store Front Above

An inviting front. Note the remarkable vision one enjoys of the displays from whatever angle viewed. The low glass and high bulkhead make it particularly appropriate for jewelry. The vaulted ceiling, too, is a feature that distinguishes it from neighboring shops.

This is a close-up view of the furniture store front shown at the bottom of page 46. The shape and depth of the windows are well adapted to sales producing furniture displays.



Plan of Store Front Below

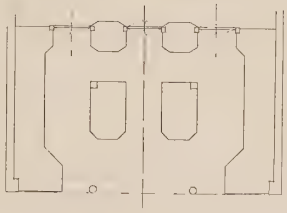
Here is a store front which uses every possible inch of display frontage. The island is large enough to carry a good sized unit display, and the flanking cases are easily visible from the sidewalk. This utilization of all available frontage is characteristic of Kawneer store front plans.

Plan of Store Front Above

A strategic plan for a hardware store front—two entrances—wide windows for display of larger items—with angles permitting smaller unit displays flanking both entrances.

For automobile display rooms, where a large expanse of glass is necessary, the yielding, resilient spring grip of Kawneer Store Front construction is vitally important for plate glass protection. A new improved Kawneer front also makes an inviting appearance in displaying automobiles, because of the distinct class and style setting which it gives to the display.

Here is a store front that few women could pass without being drawn in—windows that conform in every detail to the requirements of the best display practice.



Plan of Store Front Above

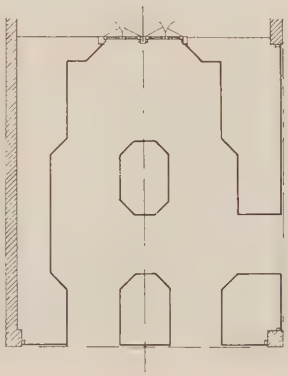
Below is a good type where the depth in the store proper cannot be sacrificed to the show windows. Though the windows are shallow, considerable space is allowed for the display of drugs. Note the vertical cases that are adjacent to the door and the manner in which they are dressed.

Making the Most of Display Frontage

SINCE store frontage is so valuable, the plan layout should be given utmost thought and study in order to get maximum display space in a given width and depth.

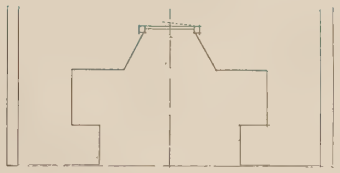
Here is a Kawneer Store Front unusually well laid out to take advantage of every inch of display space.

In windows such as these,



every type of display technique is provided for. There are many spaces for small unit displays and wider spaces for ensemble and general displays—as well as individual case displays.

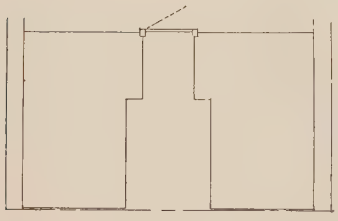
Kawneer Store Front construction lends itself to any plan or effect you or your architect may want to carry out.



Plan of Store Front to the Left

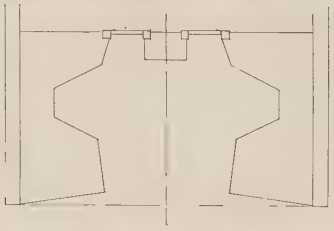
The store to the left is located in a university town, and the owner, to gain the fastidious eye of the student, remodeled his store front the Kawneer way. The result is plainly shown in the photograph. Recessing the windows, as here shown, is good for display purposes when the line of merchandise carried is of a diversified nature. For leather goods it has many advantages, making possible six unit displays.

There is no lack of display facilities in this attractive Kawneer store front. The beautifully proportioned windows permit a wide range of display without crowding any of the units on which attention is to be focused.



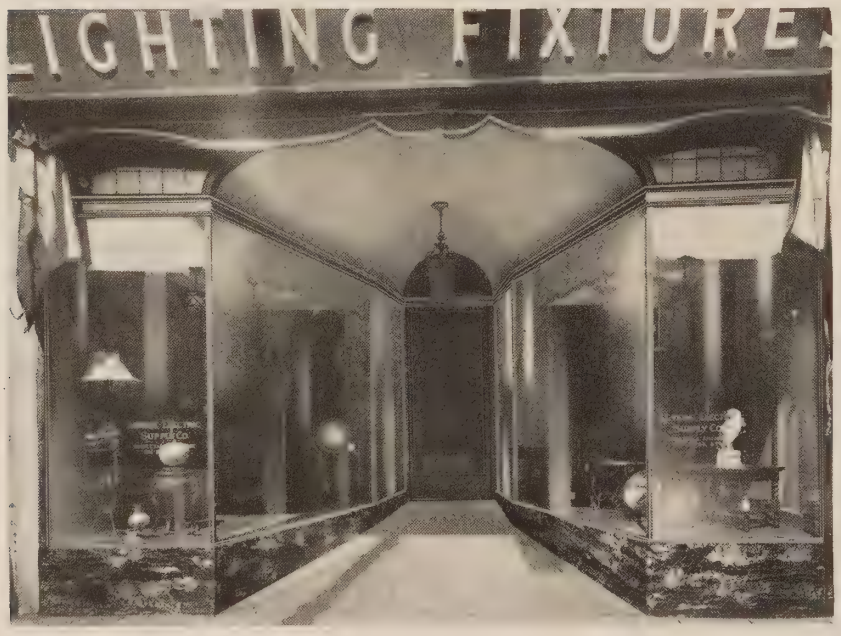
Plan of the Store Front to the Right

The lure of sporting goods, when displayed as in the Kawneer windows to the left, compels the attention of everybody. The widening vestibule and spacious windows invite the customer to come in and see the store's merchandise arranged in six beautiful unit displays. Once he looks at them, the customer is led on by each successive display, right up to the store entrance.



Plan of Store Front Above

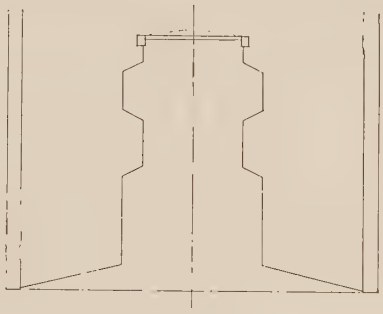
Plan of Store Front Below



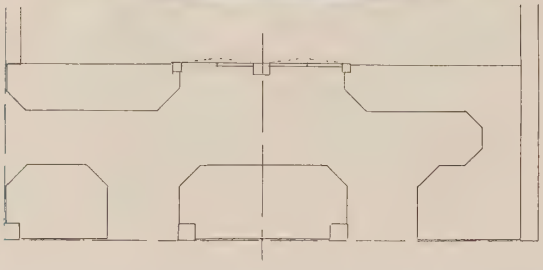
Though this type of front, insofar as layout is concerned, cannot be considered out of the ordinary, it does, however, possess considerable merit from the standpoint of display. The high plate glass permits the showing of most any type of electrical fixtures.

Here is a front laid out to permit clear vision, and a good perspective of the displays, as one enters the vestibule—yet broken up to focus attention on individual units. Even the lines of the front windows lead in—making it easy for prospective customers to turn in to the store.

The cresting, consoles and hanging lights add just enough ornamentation to make it distinctive without much additional cost. The ceiling, too, is very well treated.



The two views here shown are of the Henry C. Lytton & Son's Store front, Gary, Indiana. Note what a large amount of actual display window footage can be seen from any position on the sidewalk or in the vestibule. The general design is adaptable to a front where ample display space along the sidewalk is available. An inviting promenade and a real style setting for style merchandise.



Plan of Store Front Above

This off-center idea makes possible one display window larger than could be had with the entrance in the center. A pleasing variation.

A type frequently used and always found practical for shoes, drugs, jewelry, etc. The display is brought near the sidewalk (a very logical place) and yet the door is recessed enough to shelter it from the elements.

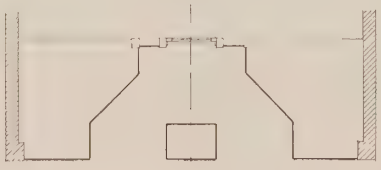
Excel Competition with a New Improved Kawneer Store Front

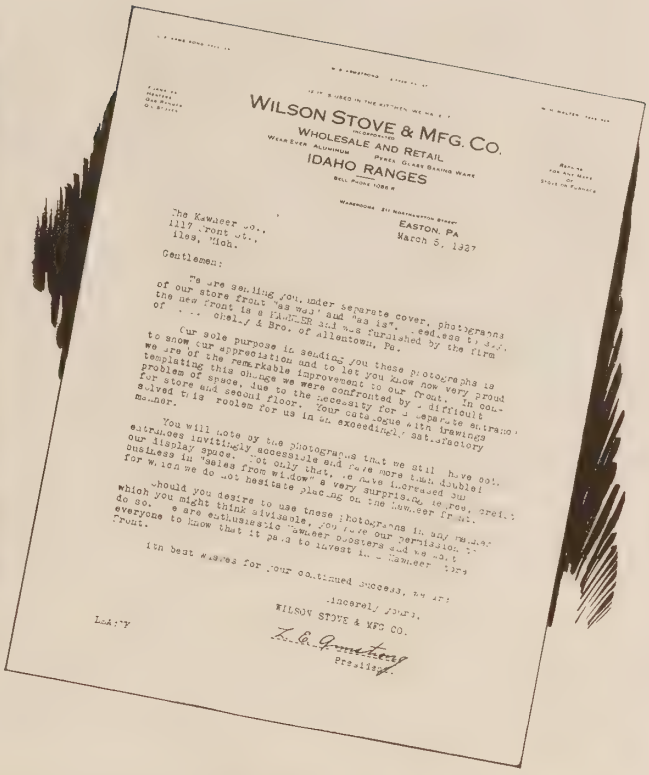
THE public judges a store by the appearance of the store front—and this is more true today than ever before.

The advent of the day when transportation facilities has made the merchandise of the big city shops easily available to all, has created a problem for many retail stores that has meant their very existence.

That you can have the trade which is normally yours—and more too, is attested by the experience of thousands of merchants. Ober's, of Lawrence, Kansas, (see article on page 3) solved the problem years ago with a Kawneer front.

Mr. F. J. Stahl, of Lansing, Michigan, has proven that even hardware can be artistically displayed and sold through the show window. A clever arrangement of spacious side windows for large items and a narrow case in the center for cutlery and small articles makes his Kawneer Front a perpetual salesman of inestimable value.





WILSON STOVE & MFG. CO.
INCORPORATED
WHOLESALE AND RETAIL
WEAR-EVER ALUMINUM — PYREX GLASS BAKING WARE
IDAHO RANGES
BELL PHONE 1088 R

EASTON, PA
March 5, 1927

The Kawneer Co.,
1117 Front St.,
Niles, Mich.

Gentlemen:

We are sending you, under separate cover, photographs of our store front as it was, and as it is. Our new front is a KAWNEER and was furnished by the firm of ... Shell & Bro. of Allentown, Pa.

(Our sole purpose in sending you these photographs is to show our appreciation and to let you know how very proud we are of the remarkable improvement to our front. In contemplating this change we were confronted by a difficult problem of space, due to the necessity for a separate entrance for store and second floor. Your catalogue with drawings solved this problem for us in an exceedingly satisfactory manner.

You will note by the photographs that we still have our entrances invitingly accessible and have more than doubled our display space. Not only that, we have increased our business in sales from window a very surprising degree, indeed, for which we do not hesitate placing on the Kawneer front.

Should you desire to use these photographs in any manner which you might think advisable, you have our permission to do so. We are enthusiastic Kawneer boosters and we want everyone to know that it pays to invest in Kawneer store front.

With best wishes for your continued success, we are:

Sincerely yours,
WILSON STOVE & MFG CO.
L. E. Armstrong
President.

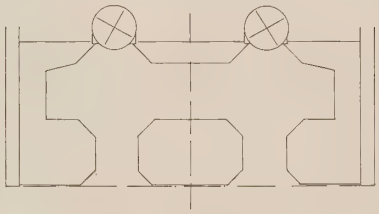
L.E.A:Y

Before and After

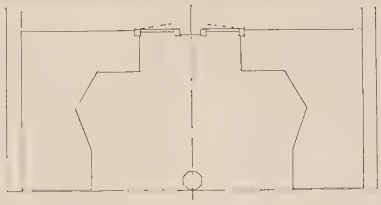
Wilson's "Sales From Window" increased to a very surprising degree after installation of their new Kawneer Store Front, says L. E. Armstrong, President—read his letter.

Regardless of how complicated the design or extraordinary the shape of the windows (as in the case of the building above) Kawneer construction can be made to meet the most exacting requirements. Architects find an unusual opportunity to express their ideas in the show windows when a Kawneer store front is to be used, because of the known versatility of this type of construction.

This layout below virtually amounts to three fronts in one —the two vestibules afford two opportunities to draw prospects in to view a comprehensive exposition of the store's offerings.



Plan of Store Front Below



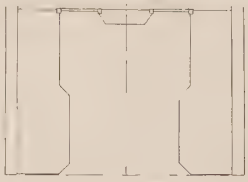
Plan of Store Front Above

Above is a type of front that invites and pulls crowds into the store because of the shape of the windows and roominess of the vestibule. In addition to drugs, this merchant serves lunches and refreshments. To convey to the public the cleanliness that abounds within, the Kawneer solid copper construction is kept highly polished at all times, a very noticeable feature.

The success of F. W. Woolworth Company is based on the fact that the public buys what it sees. The battery of Kawneer windows below are a fine example of display for small wares.

Mr. Harry L. Kelling, of Kelling's Shoe Store, writes in regard to his new Kawneer front: "Now that our new front is in and we have seen it function for six months, we cannot refrain from commenting on it.

"The larger windows enable us to make unit trims of different lines, thus stimulating business in every department. It is interesting to watch pedestrians stroll into the lobby and see how unconsciously they are drawn around the whole window space and each article is carefully studied."



Plan of Store Front Above

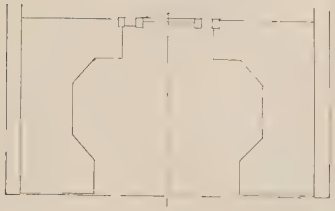
Where a large display window is desired, without being broken up by a center entrance, this type of plan works out very satisfactorily.

Kawneer's resilient grip Store Front Construction absorbs shocks and vibration on large expanses of plate glass like this.

A quality appearance that at once establishes a good impression before prospective customers enter the store.

Every detail of this Kawneer front is planned for a definite purpose—selling.

The nature of the arched ceiling is somewhat different from the average type. Instead of it being elliptical it takes the form of a segment in the rear of which is a beautifully colored glass panel. Notice the decorative tile in the vestibule.



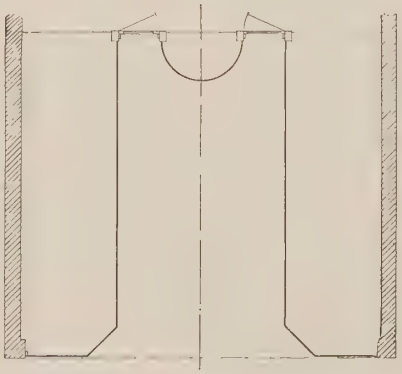
Plan of Store Front to the Right

Look to Kawneer for the Smartest in Store Front Construction

THE Kawneer organization, specializing in store front construction, has a wealth of experience to offer architects and retail merchants in their highly technical field.

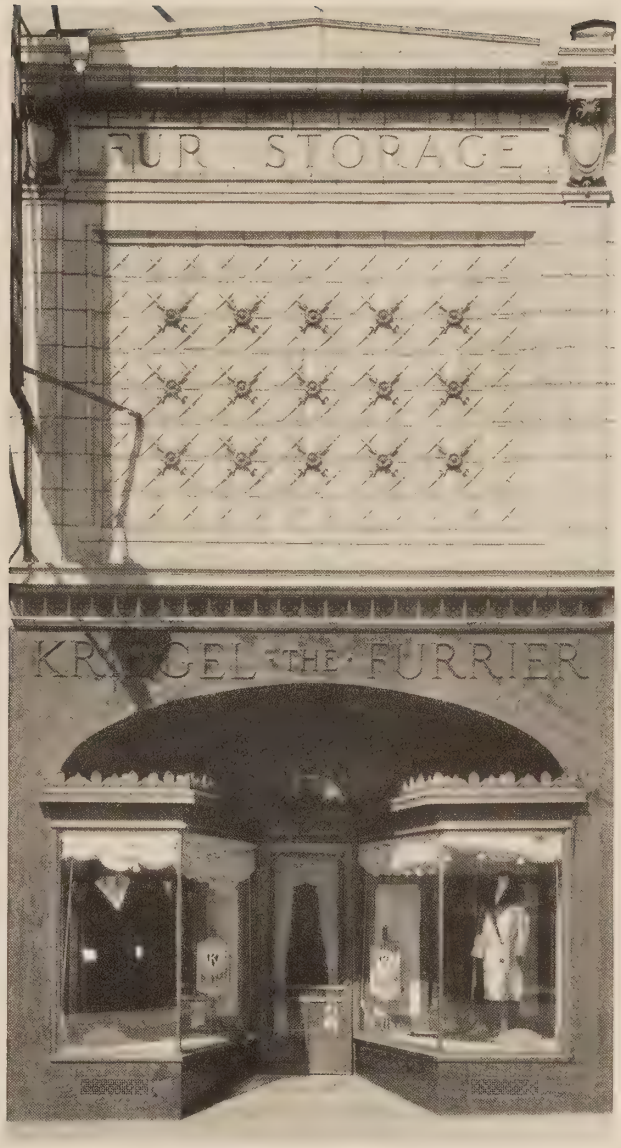
Always striving for something better, the Kawneer store front engineers are continually bringing out new, advanced ideas.

To make sure that your new store front will represent the very lastest developments, don't fail to consult Kawneer.



This imposing store front well illustrates the versatility of Kawneer Store Front Construction. No matter how ambitious the store front plans, Kawneer construction enhances its beauty.

An investment in a Kawneer Store Front is an investment in new customers — bigger sales volume — and larger opportunity for profits.



A remarkable example of combining an attractive store with a storage building. Though very small, the front possesses a dignified and impelling appearance. The metal cresting used on the transom bar is an inexpensive feature yet very effective.

The Commonwealth Edison Company saw the advisability of displaying their goods in a Kawneer Front. Even though people in great numbers see this store daily, the added value of the Kawneer Front cannot be overlooked. It is located in Chicago.

A FEW OF AMERICA'S FINEST COMMERCIAL BUILDINGS FOR WHICH KAWNEER STORE FRONTS WERE SPECIFIED AND PURCHASED

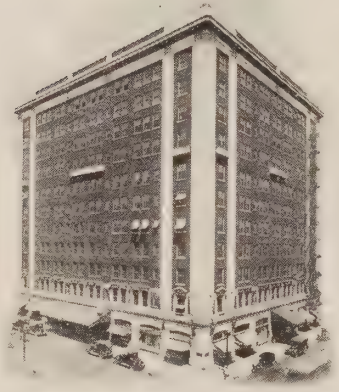
Book-Cadillac Hotel, Detroit, Mich.
Louis Kamper, Archt.

Bankers Trust Co. Building
New York City
Montague Flagg, Archt.

Miami Biltmore Hotel, Miami, Florida
Schultze & Weaver, New York City, Archts.

Pelham Hall, Boston
A. H. Bowditch, Archt.

Ritz Hotel, Minneapolis
Liebenberg & Kaplan, Archts.



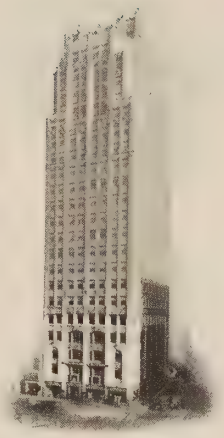
Blackhawk Hotel, Davenport, Iowa
Temple & Burrows, Archts.

Ziegfeld Theatre, New York City
Joseph Urban and Thomas W. Lamb, Archts.

Sheridan Trust and Savings Bank Building, Chicago, Ill.
Marshall & Fox, Archts.

KAWNEER, THE ORIGINAL HOLLOW METAL STORE FRONT CONSTRUCTION IS USED IN EVERY TYPE OF BUILDING REQUIRING SHOW WINDOWS

Davison-Paxon Co., Atlanta, Ga., affiliated with Macy's, New York. Starrett & Van Vleck, Archts., Hentz-Reid & Adler, Associates



Industrial Bank Building, Detroit Louis Kamper, Archt.

Commodore Hotel, New York City Warner & Wetmore, Archts.

Hotel Statler, Buffalo, N. Y. G. B. Post & Sons, Archts.

Southwestern Bell Telephone Bldg., St. Louis, Mo. Mauran, Russel, Crowell, Archts., I. R. Timlin, Associate

The Republic Bldg., Denver, Colo. E. Meredith Musick, Archt.

California Life Insurance Bldg., Sacramento, Calif. Geo. C. Sellon, Archt.

Chamber of Commerce Bldg., Indianapolis, Ind. Robt. Frost Dagget, Archt.

AS 50% TO 70% OF GROUND FLOOR STORE RENT IS DUE TO THE SHOW WINDOWS, THE STORE FRONT CONSTRUCTION DESERVES MAJOR CONSIDERATION

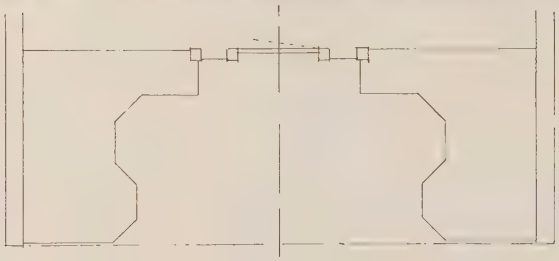
A Highly Ornate Window

IT frequently happens that an architect has but little space to work in, yet he is asked to produce something extraordinary. The photograph of this window speaks for itself. Beautifully turned profiled shafts, hand wrought scrolls supporting graceful urns and projecting consoles give it the ineffable something which everyone admires. All metal work was manufactured and installed by The Kawneer Company.

This is an excellent example of how attractive show windows may be provided for a medium size store without attempting anything fancy. The vestibule is wide and inviting. Unit trims can be installed very easily in such windows. The valances break up the monotony of hard mechanical lines.

The costly plates of glass in this beautiful garage are safely held by Kawneer resilient sash and bars, which not only offer protection to the glass but add beauty and permanence to the windows.

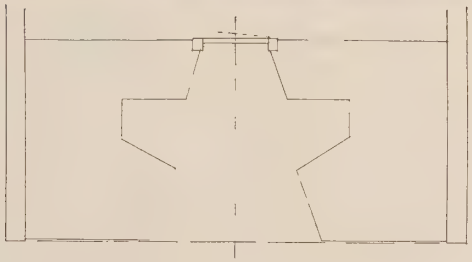
It would be difficult to improve this design for the display of footwear. Well proportioned windows, ample show window footage and a large octagonal vestibule are features worthy of consideration. The dome treatment in the ceiling can be applied to various types of Kawneer fronts and in different sizes.



Plan of Above Store Front

A furniture front that offers excellent opportunities for four unit displays. Each window corresponds in size to the average room in a home. This makes possible the showing of a living room, dining room, bedroom and kitchen furnishings at one time.

A shoe merchant who operates several stores in southern Michigan and northern Indiana and who wholesales the "Arch Preserver" line says of this type, "One can stand in the center of the vestibule and conveniently enjoy six individual displays of shoes and hosiery." Note the treatment of the door.



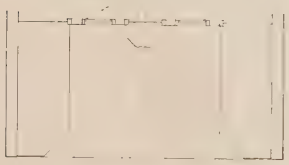
Plan of Above Store Front

The Kawneer Store Front below is laid out with full appreciation of the importance of ample display space in modern merchandising.

Here again is the application of ornamental bronze, furnished by the Kawneer Company. Graceful spindles in the transom, 2″ pilasters at the corner, embellished with cast bronze caps and bases, are its chief characteristics. This job is located on 5th Avenue, New York.

Though there is nothing in the layout or design of this Floral Shop that is outstanding, attention should be called to the manner in which the sash at the bottom of the plate glass rests on the tile base. Kawneer sash can be applied to most any building material.

A type that is applicable to most any line of business. The full length of the long, narrow windows at the sides is clearly exposed to the passer-by. Note the rear center case and the wide graceful arch.



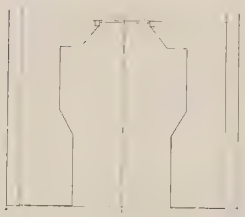
Plan of Store Front to the Right

Kawneer Store Fronts greatly increase the property values. Stores seldom succeed today without adequate display windows.

The store fronts in both floors below show the possibilities of improving the average two-story commercial building.

Every feature of this front is in harmony with the style of merchandise displayed. The delicately tinted art glass, tile pilasters, and combination of marble and bronze base help to make this possible.

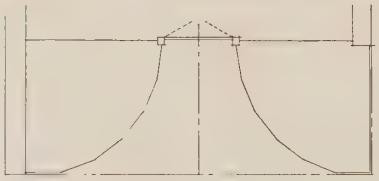
Here is what the National Retail Clothier writes about the Peoples Store situated on Michigan Avenue, Chicago: "Today, surrounded by dozens of other clothing and furnishings stores, and an unusual amount of keen competition, it stands forth as one of the most attractive and prosperous shops on the 'South Side.'"



Plan of Store Front to the Left

A good type for the grocery business. Clean, airy windows, framed in polished copper, provide the atmosphere necessary to merchandising quality.

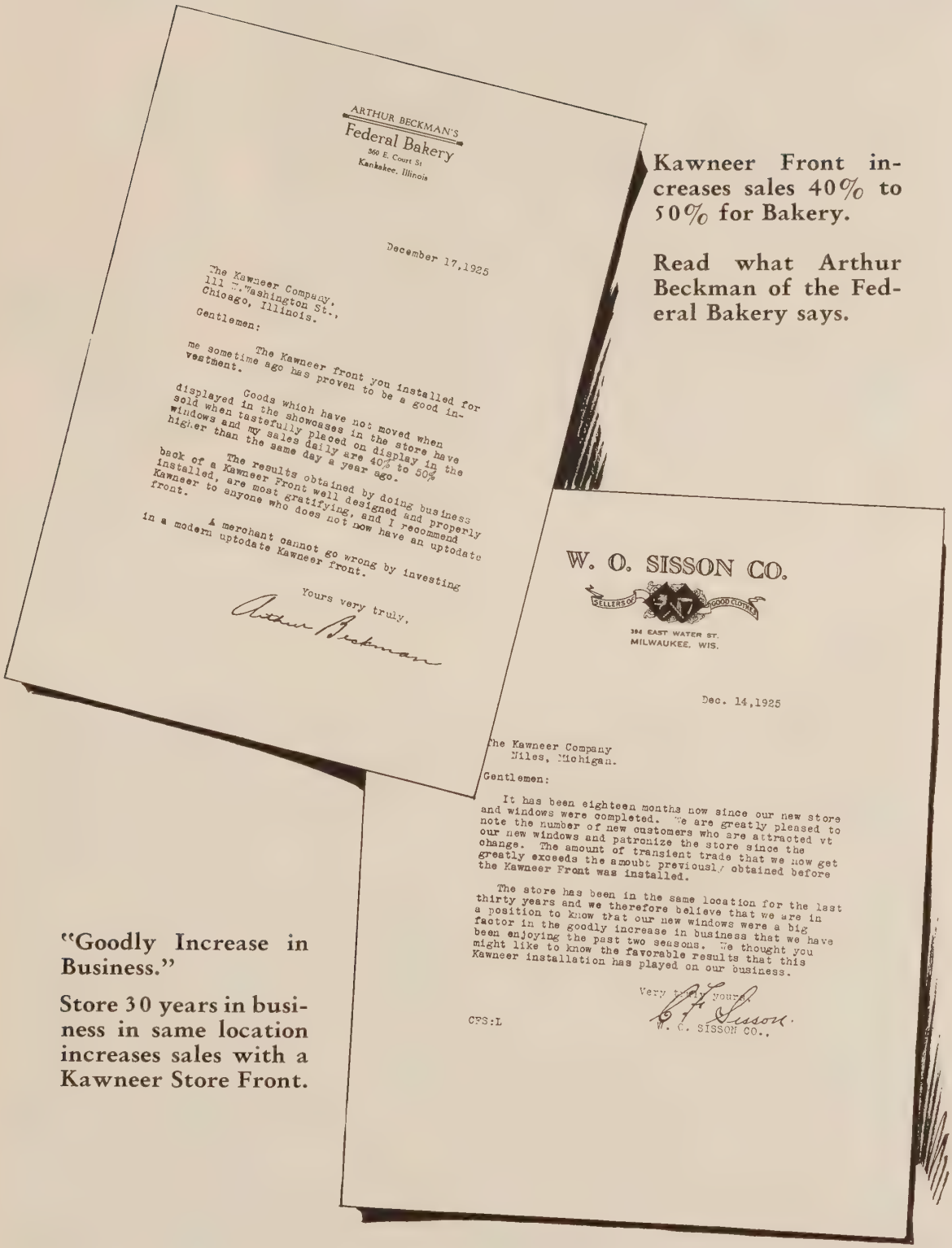
This Kawneer Store Front in California is one of the most attractive on the Pacific coast. It is a real exhibition palace. In these days when style and color are playing such an important role in merchandising, windows like these carry a large part of the selling burden.



Plan of Store Front Above

The effect of curved glass is obtained by using a series of narrow plates and placing them at wide angles. This treatment greatly reduces the insurance on the plate glass.

Here is another front, the plan layout of which is simple though practical for the use intended. To relieve the flatness which so often places such types in the hackneyed class, an ornamental marquise has again been put to use. Its application immediately separates this front from those near by and serves as an awning. The art glass in the rear panels deserves mention. The main field is of a ruffled transparent nature through which intertwines delicately tinted vines and flowers.



ARTHUR BECKMAN'S
Federal Bakery
560 E. Court St
Kankakee, Illinois

December 17,1925

The Kawneer Company,
111 W. Washington St.,
Chicago, Illinois.

Gentlemen:

The Kawneer front you installed for me sometime ago has proven to be a good investment.

Goods which have not moved when displayed in the showcases in the store have sold when tastefully placed on display in the windows and my sales daily are 40% to 50% higher than the same day a year ago.

The results obtained by doing business back of a Kawneer Front well designed and properly installed, are most gratifying, and I recommend Kawneer to anyone who does not now have an uptodate front.

A merchant cannot go wrong by investing in a modern uptodate Kawneer front.

Yours very truly,

Arthur Beckman

Kawneer Front increases sales 40% to 50% for Bakery.

Read what Arthur Beckman of the Federal Bakery says.

W. O. SISSON CO.

SELLERS OF 3 N 7 GOOD CLOTHES

394 EAST WATER ST.
MILWAUKEE, WIS.

Dec. 14,1925

The Kawneer Company
Niles, Michigan.

Gentlemen:

It has been eighteen months now since our new store and windows were completed. We are greatly pleased to note the number of new customers who are attracted vt our new windows and patronize the store since the change. The amount of transient trade that we now get greatly exceeds the amount previously obtained before the Kawneer Front was installed.

The store has been in the same location for the last thirty years and we therefore believe that we are in a position to know that our new windows were a big factor in the goodly increase in business that we have been enjoying the past two seasons. We thought you might like to know the favorable results that this Kawneer installation has played on our business.

Very truly yours,

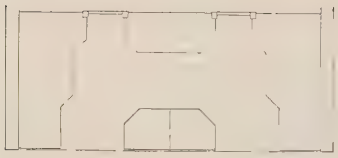
W. O. SISSON CO.

CFS:L

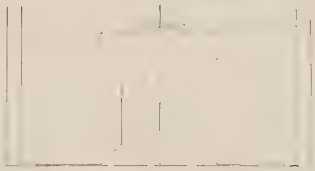
"Goodly Increase in Business."

Store 30 years in business in same location increases sales with a Kawneer Store Front.

The position from which this picture was made gives one a clear understanding of how skillfully the front was planned.

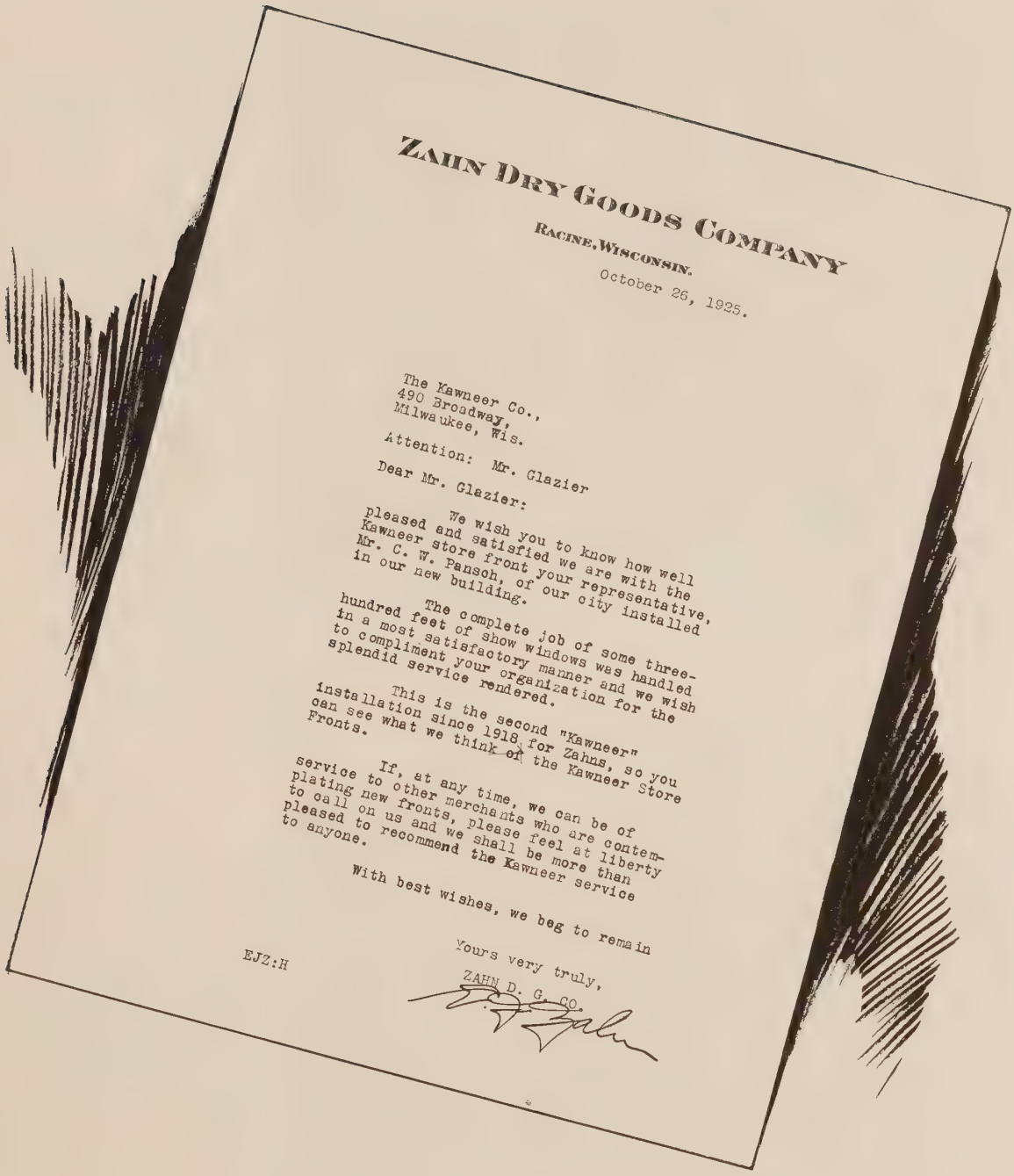


Plan of Store Front Above



Plan of Store Front Below

In order to determine how much the beautifully designed marquise, which overhangs the entrance below, adds to the appearance of this front, just place a piece of paper over that portion that occurs in front of the transom. See close-up of window on page 17.



ZAHN DRY GOODS COMPANY

RACINE, WISCONSIN.

October 26, 1925.

The Kawneer Co.,
490 Broadway,
Milwaukee, Wis.

Attention: Mr. Glazier

Dear Mr. Glazier:

We wish you to know how well pleased and satisfied we are with the Kawneer store front your representative, Mr. C. W. Pansoh, of our city installed in our new building.

The complete job of some three-hundred feet of show windows was handled in a most satisfactory manner and we wish to compliment your organization for the splendid service rendered.

This is the second "Kawneer" installation since 1918 for Zahns, so you can see what we think of the Kawneer Store Fronts.

If, at any time, we can be of service to other merchants who are contemplating new fronts, please feel at liberty to call on us and we shall be more than pleased to recommend the Kawneer service to anyone.

With best wishes, we beg to remain

Yours very truly,

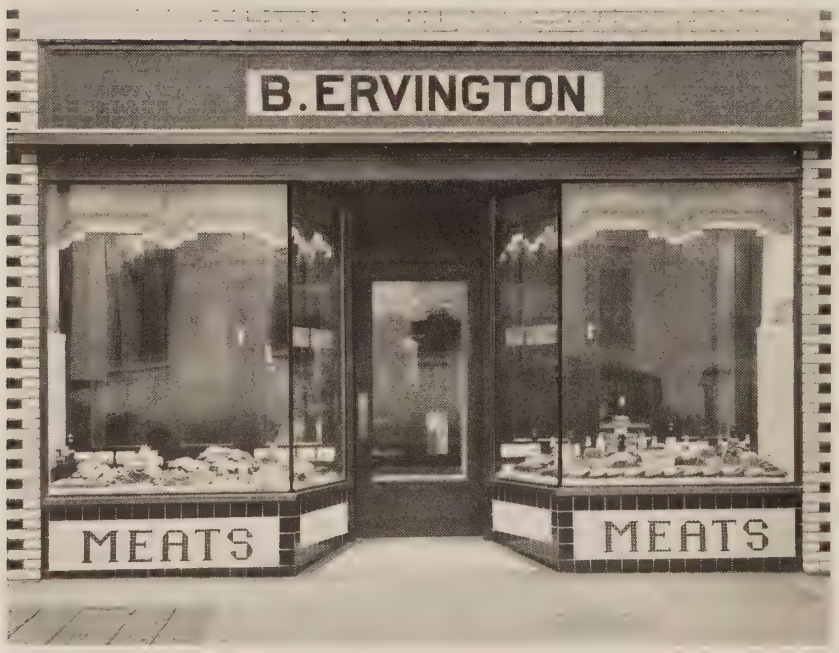
ZAHN D. G. CO.

EJZ:H

Zahn's Install Their Second Kawneer Store Front

This progressive Racine, Wisconsin, Store believes in keeping its display windows abreast of the times with Kawneer Store Front Construction.

Making the most of a second floor location. The adaptability of Kawneer construction makes it possible to take advantage of every inch of available display space.

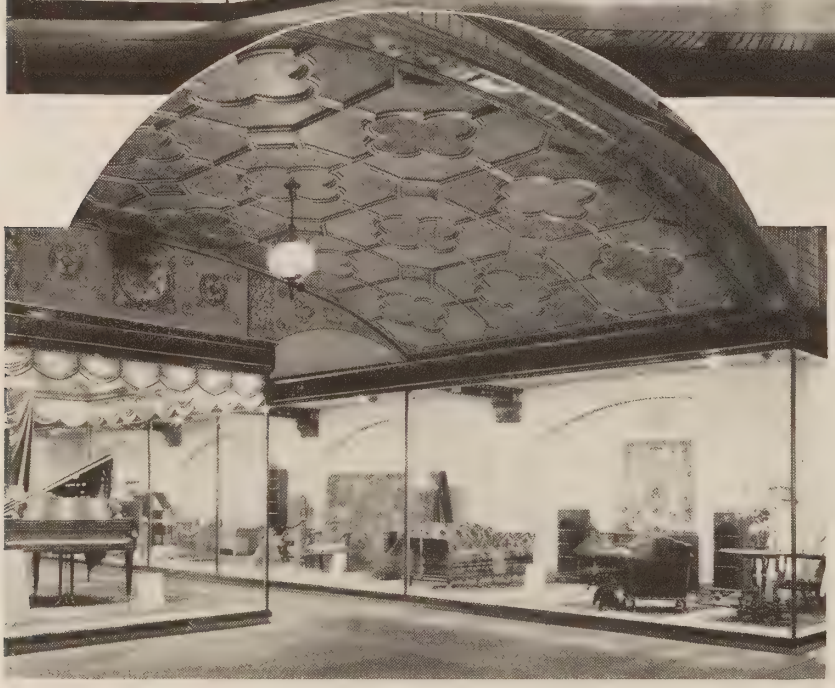


This type of front with name of store worked in bulkhead in ceramic tile builds good will for the store and at the same time provides cleanly, inviting windows for the displays. A good front for either meat market or grocery.

A Kawneer shoe store front that is different.

Note the opportunity that a layout like this gives for exhibiting a variety of individual items.

Spaulding & Company, Chicago, appreciate the artistic merit of Kawneer Construction as a setting for fine jewelry.

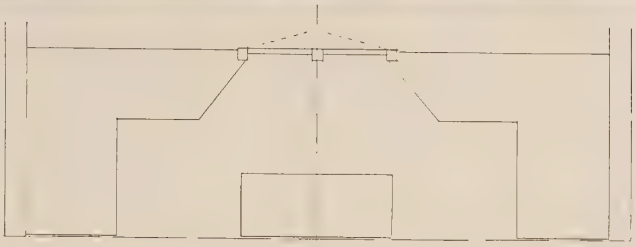


The large, roomy windows and cases in this front are practically stores in themselves. To overcome the monotony of the large expanse of wall and ceiling the architects applied graceful arches and plaques to the former, while the latter is enriched with decorated beams. The vestibule takes the form of an arcade, permitting prospective customers to promenade at ease without undue interference. Roominess is the prime requisite of furniture store windows.

Plan of Store Front Above.

Note the double deck display that Fogelquists have on two streets.

The floor plan to the right is the front of the Fogelquist store.

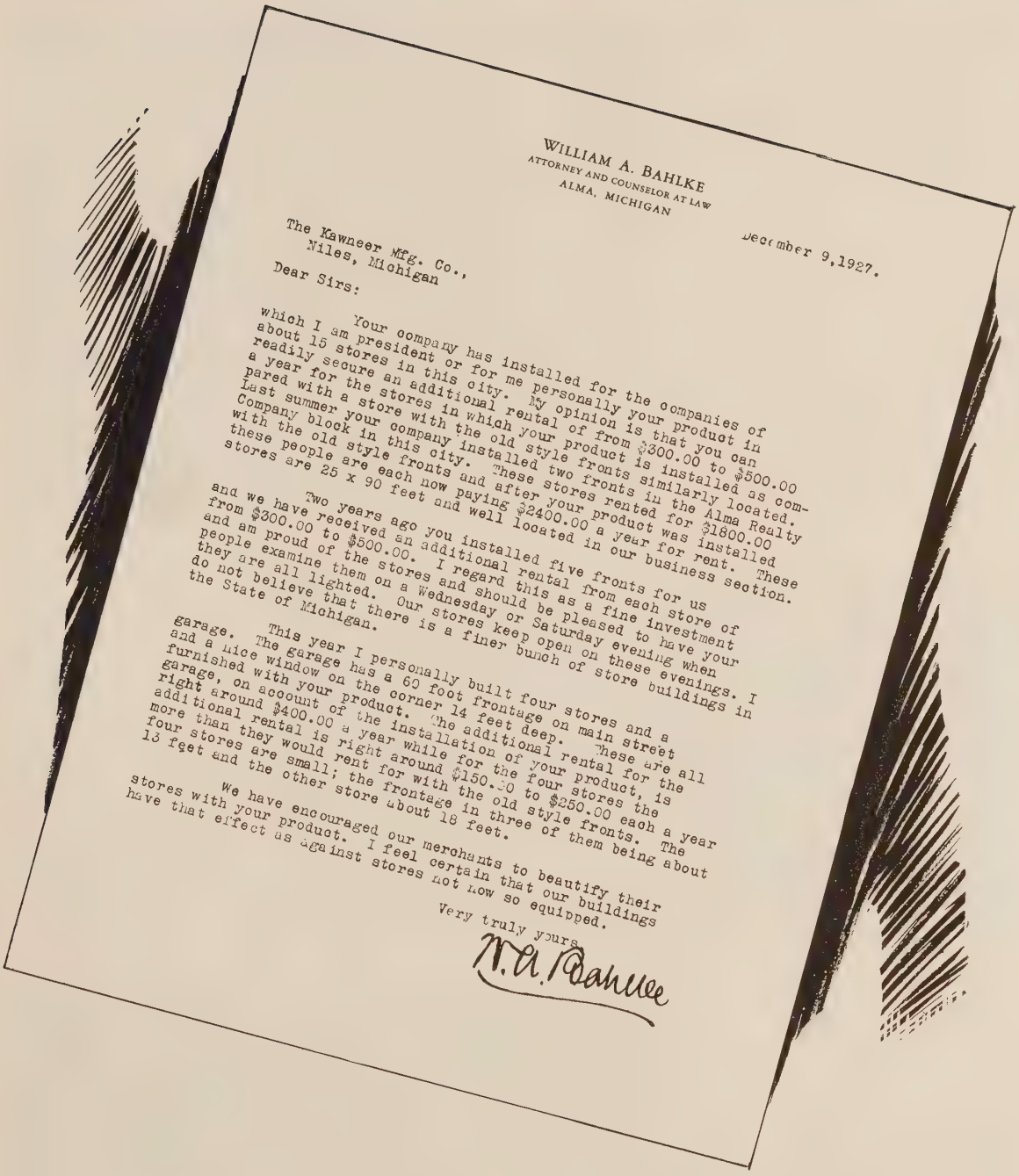


Plan of Store Front Above.

The Kawneer Front below is unique in layout. The bay window effects on each side of the entrance are a relief from the ordinary.

Two store fronts, that permit clear vision to the inside of the stores, making possible the showing of interior displays. When an air of exclusiveness is desired, Kawneer construction admirably meets the requirements.

Plan of Store Front Below



WILLIAM A. BAHLKE
ATTORNEY AND COUNSELOR AT LAW
ALMA, MICHIGAN

December 9,1927.

The Kawneer Mfg. Co.,
Niles, Michigan

Dear Sirs:

Your company has installed for the companies of which I am president or for me personally your product in about 15 stores in this city. My opinion is that you can readily secure an additional rental of from $300.00 to $500.00 a year for the stores in which your product is installed as compared with a store with the old style fronts in the Alma Realty Company block in this city. These stores rented for $1800.00 Last summer your company installed two fronts similarly located. these people are each now paying $2400.00 a year for rent. These with the old style fronts and after your product was installed stores are 25 x 90 feet and well located in our business section.

Two years ago you installed five fronts for us and we have received an additional rental from each store of from $300.00 to $500.00. I regard this as a fine investment and am proud of the stores and should be pleased to have your people examine them on a Wednesday or Saturday evening when they are all lighted. Our stores keep open on these evenings. I do not believe that there is a finer bunch of store buildings in the State of Michigan.

This year I personally built four stores and a garage. These are all on main street The garage has a 60 foot frontage on the corner 14 feet deep. and a nice window on the corner 14 feet deep. The additional rental for the furnished with your product. The installation of your product, is garage, on account of the installation of your product, is right around $400.00 a year while for the four stores the additional rental is right around $150.00 to $250.00 each a year more than they would rent for with the old style fronts. The four stores are small; the frontage in three of them being about 13 feet and the other store about 18 feet.

We have encouraged our merchants to beautify their stores with your product. I feel certain that our buildings have that effect as against stores not now so equipped.

Very truly yours,

W. A. Bahlke

Stores with Kawneer Fronts Bring Higher Rentals and Are Worth It

William A. Bahlke says:

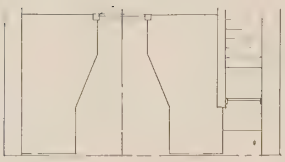
Stores that rented for $1800 with old style fronts brought $2400 rental when equipped with Kawneer Fronts. An increase of 33⅓ per cent.

Kawneer Fronts soon pay for themselves in increased rental or in additional profits.

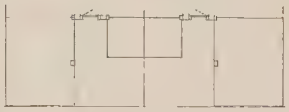
Hundreds of merchants have written us similarly about their experiences.

Since putting in his new Kawneer Copper Store Front, C. F. Lange writes:

"I have enjoyed a wonderful increase in business and am safe in saying that the increase will pay for the improvement in a short time."



Plan of Store Front to the Right

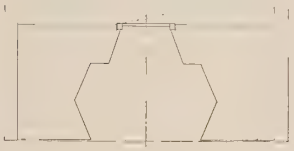


Plan of Store Front to the Left

Furniture Store frontage laid out in double deck style and also having second floor displays.

Again good proportion plays its part. A trained eye is not required to discover this. The windows are of a width that allows the display of large articles such as trunks, hand bags, etc. By the use of display stands one is able to advantageously show smaller items.

Notice how effectively the glistening plate glass contrasts with the arched Caen stone in the transom. The arched doors in the background also deserve attention.



Plan of Store Front to the Left

Plan of Store Front to the Right

A store front that makes the display man an important factor on the selling staff.

A corner entrance that conserves display frontage and makes passage to the store's interior convenient.

Originality in design of a store front is expressed in the illustration at the left. The cresting which crowns the transom bar above the front plates deserves attention.

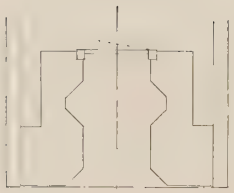
This store won the first prize offered in the selling contest conducted in all Rexall Stores of the United Drug Company, the H. M. Dean Company having the highest sales record in the contest. This is not unusual for owners of Kawneer Store Fronts.

Ample display space, a wide and inviting entrance together with the Tudor arch in the door, make this front a powerful sales medium.

One of the latest types of store fronts for men's furnishing and clothing stores.
A quality atmosphere pervades the entire front and entrance.

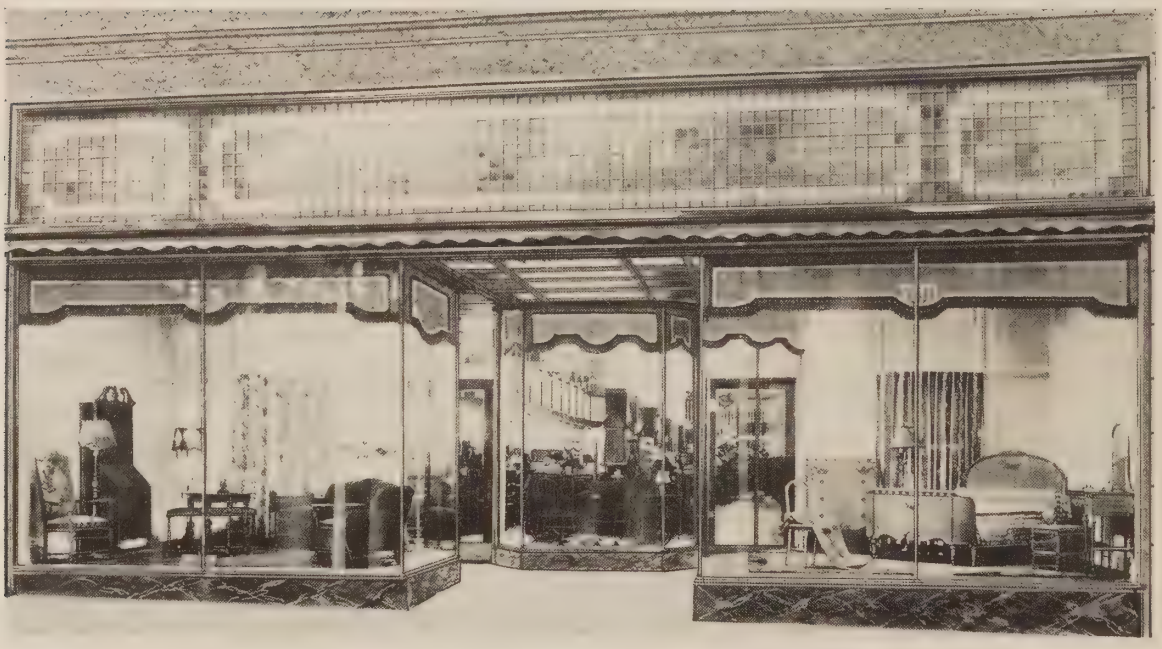
Hardware dealers are fast realizing that sales can be greatly increased by installing a Kawneer Front. Note how the vestibule gradually tapers to the door.

Of the many lines of merchandise, jewelry is one the display of which requires thoughtful attention. In this particular case, one can see at a glance that the shapely canopy, light marble base, art glass and valance all tend to harmonize with the merchandise displayed.



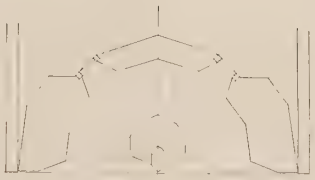
Plan of Store Front to the Right

Kawneer Store Front construction enables the merchant to put character and individuality into the front, regardless of size or proportion.



After studying this type, isn't it obvious that much value is gained by permitting the prospect to enjoy full view of the interior? The display inside the store is usually just as impressive as in the windows, and in the case of furniture, it behooves the merchant to exhibit it to the passing crowds if possible. When these windows are observed from the front, the main doors are concealed, but as one enters the vestibule, two branches issue to the right and left, forming a splendid passageway.

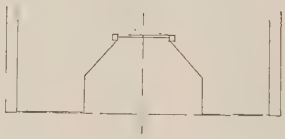
A splendid example of the new type hardware store equipped with Kawneer Store Front Construction.



Plan of Store Front Below

Below is a decidedly different style of Front for a millinery store. Note the numerous individual panels of glass arranged to concentrate attention on one unit display at a time.

The arch can be put to many uses when serving as an embellishment on a store front. The one shown here is constructed of flat copper. Planted on its face are cast ornaments skillfully separated by a false keystone.



Plan of Store Front to Left

A type of Kawneer Front that provides a double frontage for the displays. This style can be used when considerable width is available.

Such characteristics as the graceful elliptical arch, small island case, and highly ornate bar over the plate glass, tend to lengthen the cash register's tape by increased sales.

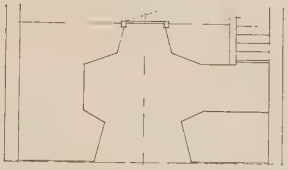
A practical type of Kawneer Front for the showing of electrical goods and hardware.

Suggestion plays a big part in selling electrical supplies.

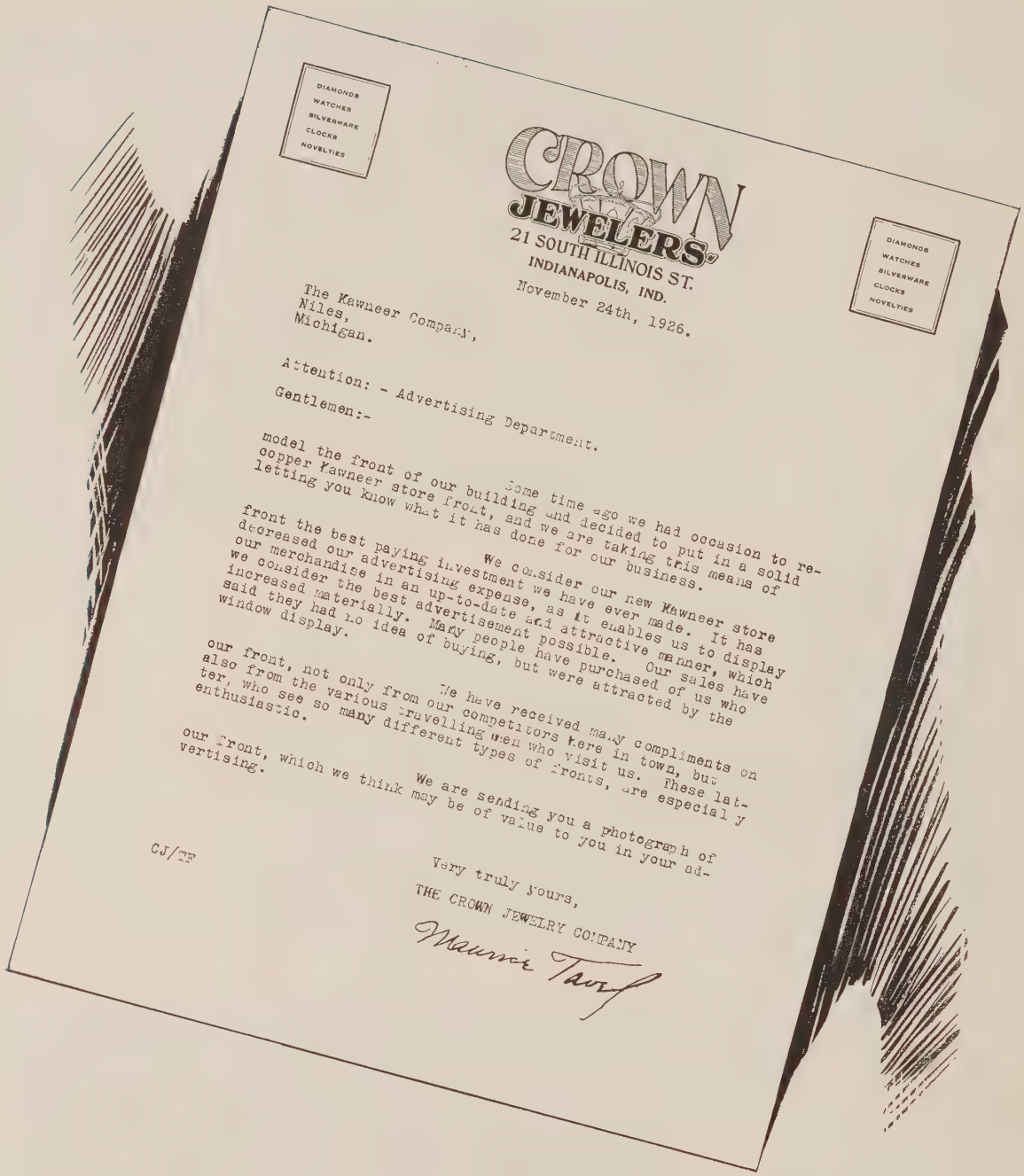
To better illustrate the value of such windows we quote the following from a letter which this merchant wrote us:

"We can conservatively say that our two main windows produce $400 additional business per week."

This novel layout is made possible by the versatility of Kawneer Store Front Construction. All who enter the stairway must pass the displays.



Plan of Store Front to the Right



DIAMONDS
WATCHES
SILVERWARE
CLOCKS
NOVELTIES

CROWN
JEWELERS,
21 SOUTH ILLINOIS ST.
INDIANAPOLIS, IND.

November 24th, 1926.

The Kawneer Company,
Niles,
Michigan.

Attention: - Advertising Department.

Gentlemen:-

Some time ago we had occasion to remodel the front of our building and decided to put in a solid copper Kawneer store front, and we are taking this means of letting you know what it has done for our business.

We consider our new Kawneer store front the best paying investment we have ever made. It has decreased our advertising expense, as it enables us to display our merchandise in an up-to-date and attractive manner, which we consider the best advertisement possible. Our sales have increased materially. Many people have purchased of us who said they had no idea of buying, but were attracted by the window display.

We have received many compliments on our front, not only from our competitors here in town, but also from the various travelling men who visit us. These latter, who see so many different types of fronts, are especial y enthusiastic.

We are sending you a photograph of our front, which we think may be of value to you in your advertising.

Very truly yours,
THE CROWN JEWELRY COMPANY
Maurice Tarr

CJ/TF

"Sales Have Increased Materially," say Crown Jewelers.
That's the test that counts. A store front may be attractive and artistic but has it increased sales?
Kawneer Store Fronts do increase sales. Owners everywhere tell us so.

Now—

Fill in the measurement blank below or have your architect write us.

Height from sidewalk to I-beam
_____feet _____inches

Height from floor to ceiling (inside)
_____feet _____inches

Width from wall to wall (inside)
_____feet _____inches

Width from wall to wall (outside)
_____feet _____inches

Working depth from face of building to door _____feet _____inches

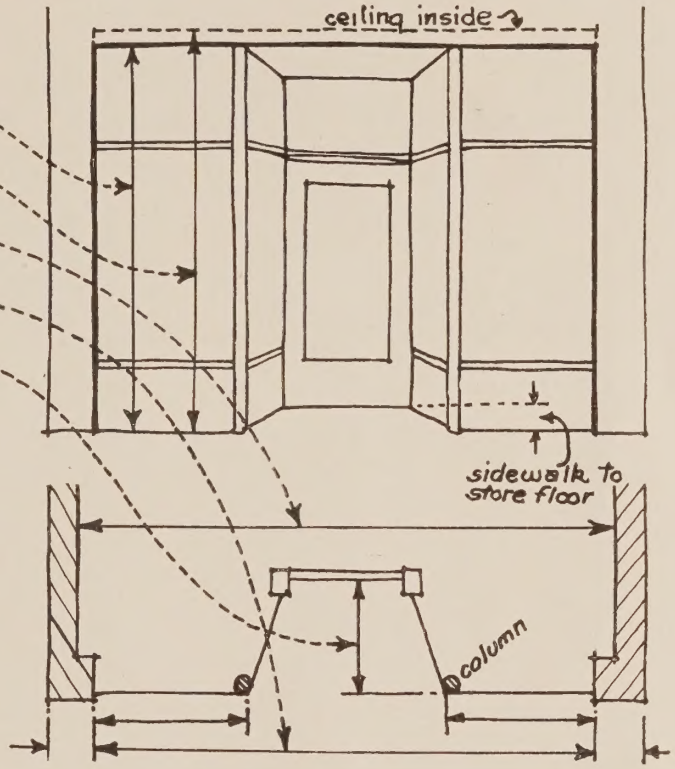
Thickness of walls (outside). Distance from sidewalk level to floor level at both walls.

Locate and give size of all columns—of what they are made—cast-iron, concrete, stone or brick.

Give construction of building—stone, brick or wood.

How many stories high_____

Direction building faces_____



AND without obligation you will hear from us concerning costs and further benefits from a New Improved Kawneer Store Front.

Tear out this sheet and mail to

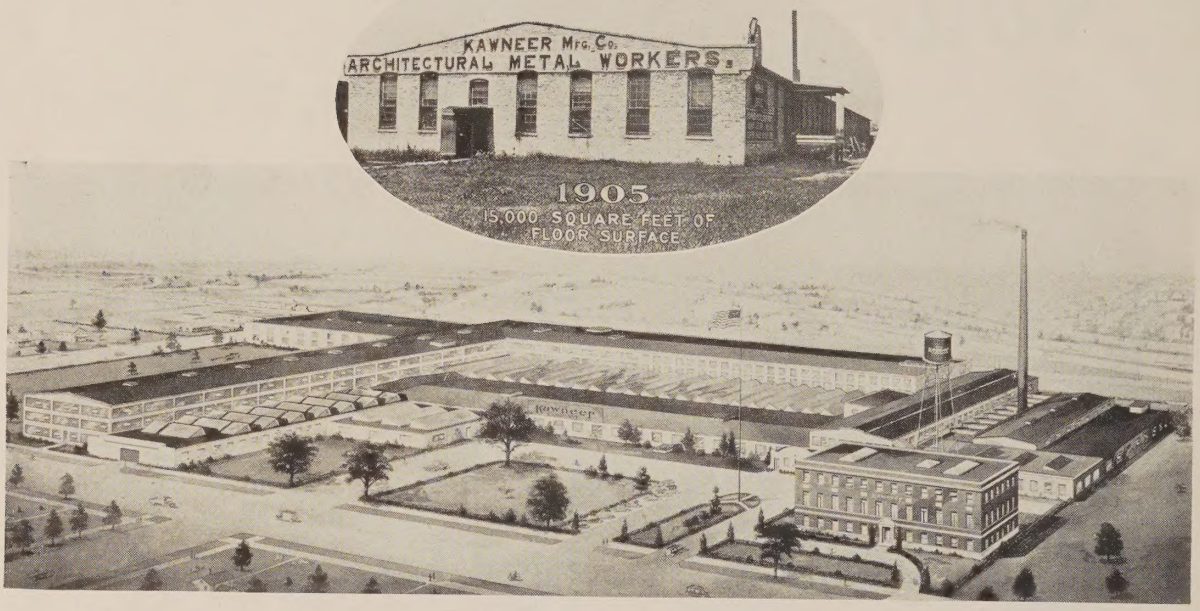
The Kawneer Manufacturing Company
BERKELEY, CALIFORNIA

Name _____

Address _____

_____

Business _____



Snugly situated in the beautiful valley of the St. Joseph River, at Niles, Mich., lie the spacious buildings of The Kawneer Company

The Kawneer Company,
1109 Candler Bldg.,
129 Peachtree Street,
Atlanta, Georgia

☼

The Kawneer Company,
1409 Charles Chauncy Bldg.,
38 Chauncy Street,
Boston, Mass.

☼

The Kawneer Company,
951 Ellicott Square,
Buffalo, New York

☼

The Kawneer Company,
1450 Adams Franklin Bldg.,
222 West Adams Street,
Chicago, Illinois

☼

The Kawneer Company,
805 Ford Bldg.,
615 Griswold Street,
Detroit, Michigan

☼

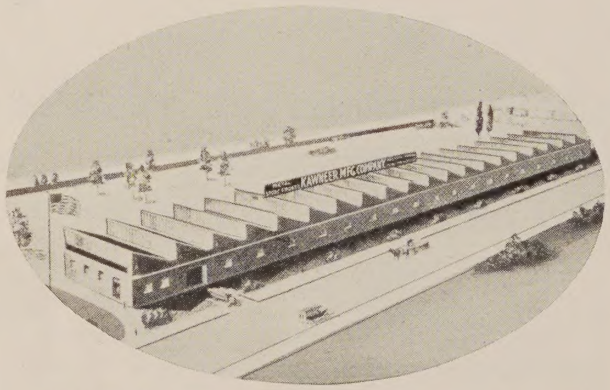
The Kawneer Company,
903 Grand Avenue,
Kansas City, Missouri

EVERY buyer has a right to know if the product he contemplates purchasing has been tried or proven.

When you buy a store front from Kawneer you are dealing with the firm that pioneered the store-front field. Starting in the small factory pictured above, 23 years ago, this institution has shown remarkable growth. The fact that more than 300,000 Kawneer Fronts have been installed, on the business streets of the nation, proves the soundness of our policy, "The product must give satisfactory service to the user."

In addition to Store Fronts, The Kawneer Company manufacturers Kawneer Solid Nickel-Silver Windows (casement and weight-hung); also produces annually several million feet of metal moulding and tubing.

Prompt service being an essential of modern business, Kawneer maintains the branch offices listed hereon, together with more than 130 distributors.



A subsidiary plant, The Kawneer Manufacturing Company of California, is located at Berkeley, California, having several branch offices and distributors for handling the territory west of the Rockies.

The Kawneer Company,
317 Underwriters' Exchange,
Milwaukee, Wisconsin

☼

The Kawneer Company,
233 Tenth Avenue,
New York City, N. Y.

☼

The Kawneer Company,
401 Central Trust Bldg.,
Philadelphia, Pa.

☼

The Kawneer Company,
Builders' Exchange,
3rd Floor Rose Bldg.,
Cleveland, Ohio

☼

The Kawneer Company,
Building Industries Bldg.,
622-626 Broadway,
Cincinnati, Ohio

☼

The Kawneer Company,
Room 210, Horn Bldg.,
17 Guilford Ave.,
Baltimore, Maryland